

ABSTRACT

A transmission apparatus and a reception apparatus have improved characteristics such as entertainment and convenience for a user who receives content received by a digital satellite broadcast receiver. A broadcasting side, along with a first content (video/audio content), broadcasts content (second content) as data for forming a GUI related to a broadcast content as the video/audio signal. A reception apparatus side receiving the content executes a process for outputting a GUI together with a picture of the first content in accordance with the description in a script of the second content. Further, a process is executed to generate use history information in accordance with the user's use of the first content in the reception apparatus and to change the content of a service provided on the GUI based on the use history information. According to this structure, the service content provided on the GUI varies in accordance with the operation and behavior of the user in response to a screen picture/audio of the first content.